

## CLAIMS LISTING

1. (Canceled) A product display base for use in manually aligning merchandise on a display shelf, the display base comprising a plurality of overlapping sections, each section comprising:
  - a bottom surface, such that the display base may be placed on the display shelf, and at least a portion of the bottom surface is in contact with the display shelf;
  - a front edge;
  - a first side edge;
  - a second side edge;
  - a rear edge;
  - a plurality of merchandise support ridges, including a first merchandise support ridge and a second merchandise support ridge, such that the merchandise support ridges extend from the proximity of the front edge to the proximity of the rear edge; and

at least one pull member channel located between the first merchandise support ridge and the second merchandise support ridge, such that a portion of a pull member may be placed in the channel under merchandise supported by the first merchandise support ridge and the second merchandise support ridge
2. (Canceled) The display base of claim 1 further comprising
  - a plurality of notches in the support ridges, such that display base may be cut in proximity to a notch in order to provide a base of desired display shelf depth.
3. (Canceled) The display base of claim 2 wherein
  - there is a third merchandise support ridge, such that the second merchandise support ridge is positioned between the first ridge and the third ridge;
  - the notches on the first and third ridge are aligned, such that the base may be cut

to a desired depth by cutting through one set of the aligned notches; and the notches on the second ridge are offset from the notches on the first ridge and the notches on the third ridge.

4. (Canceled) The display base of claim 1 further comprising a rear backing section which is essentially perpendicular to the display shelf.
5. (Canceled) The display base of claim 4 wherein the rear backing section comprises a removed portion of the display base.
6. (Canceled) The display base of claim 1 further comprising a front stop on at least a portion of the front edge of the display base.
7. (Canceled) The display base of claim 6 wherein the front stop includes a slot, such that the slot is aligned with the pull member channel, and such that a pull member may be placed through the slot.
8. (Canceled) The display base of claim 1 wherein the first and second support ridges at least partially support merchandise in a first row; there is a third merchandise support ridge, such that the second ridge is positioned between the first ridge and the third ridge, and the third ridge at least partially supports merchandise in a second row; and

there is at least one row partition insert, such that the row partition insert is inserted between the second ridge and the third ridge in order to separate the first row and the second row.

9. (Canceled) A product display base for use in manually aligning product containers on a display shelf, the display base comprising
  - a bottom surface, such that the display base may be placed on the display shelf, and at least a portion of the bottom surface is in contact with the display shelf;
  - a front edge;
  - a first side edge;
  - a second side edge;
  - a rear edge; and

a plurality of preformed product container rows, each row comprising
  - a first ridge extending from the proximity of the front edge to the proximity of the rear edge;
  - a second ridge extending from the proximity of the front edge to the proximity of the rear edge;

at least one pull member channel located between the first ridge and the second ridge, such that a plurality of products may be placed in the row and a portion of a pull member may be placed in the channel under the products, and the products may be pulled toward the front edge of the display shelf by pulling the pull member which engages the rearmost product and pulls the row of products forward while the products are laterally confined within the row

by the first ridge and the second ridge.

10. (Canceled) The display base of claim 9 wherein at least a portion of one end of the base is scored so that the base may be bent to a desired shelf depth.
11. (Canceled) The display base of claim 9 wherein the first ridge has a recess to receive a row partition insert.
12. (Canceled) The display base of claim 11 further comprising a row partition insert, such that the row partition insert is inserted into the first ridge recess.
13. (Canceled) The display base of claim 9 wherein the first ridge has a flattened triangular cross section comprising
  - a first plateau parallel to the bottom surface plane of the base, such that a portion of a first container in a first row may rest on the first plateau;
  - a second plateau parallel to the bottom surface plane of the base, such that a portion of a second container in a second row may rest on the second plateau;
  - and
  - a raised portion between the first plateau and the second plateau, such that the raised portion resists lateral movement of the first and second container between the first row and the second row.
14. (Canceled) The display base of claim 9 further comprising

a third inner ridge positioned between the first ridge and the pull member channel; a fourth inner ridge positioned between the pull member channel and the second ridge, such that the third and fourth ridges support merchandise in the row, and such that the first and second ridges are taller than the third and fourth ridges in order to confine merchandise to the row.

15. (Canceled) The display base of claim 9 further comprising  
a first outer ridge positioned between the first ridge and the pull member channel;  
and  
a second outer ridge positioned between the second ridge and the pull member channel.

16. (Canceled) The display base of claim 9 further comprising  
a front stop on at least one row, such that the front stop may engage a portion of the first product in the row thereby restraining the product in the row.

17. (Canceled) The display base of claim 16 wherein  
the front stop includes a slot, such that the slot is aligned with the pull member channel, and such that a pull member may be placed through the slot.

18. (Canceled) The display base of claim 9 further comprising  
a plurality of pre-formed bend markings so that base can be bent along a selected bend marking.

19. (Canceled) A product display system comprised of

a display shelf;

at least one display base section, the display base section comprising

a bottom surface, such that the display base may be placed on the display shelf, and at least a portion of the bottom surface is in contact with the display shelf,

a front edge,

a first side edge,

a second side edge,

a rear edge, and

a plurality of preformed product container rows, each row comprising

a first ridge extending from the proximity of the front edge to the proximity of the rear edge;

a second ridge extending from the proximity of the front edge to the proximity of the rear edge;

at least one pull member channel located between the first ridge and the second ridge, such that products may be placed in the row and a portion of a pull member may be placed in the channel under the products, and the product containers may be pulled toward the front edge of the display shelf by pulling the pull member which engages the rearmost product and pulls the row of products forward while the products are laterally confined within the row by the first ridge and the second ridge;

a plurality of pull members; and

a first merchandise item positioned in a first row and a second merchandise item positioned in a second row, such that the second row is adjacent to the first row, and such that the second ridge provides a boundary between the first row and the second row.

20. (Canceled) The product display system of claim 19 wherein a pull member of a row is comprised of

an elongated section which rests within the pull member channel;

a rear product engagement section which is connected to the rear of the elongated section; and

a front pull section, connected to the front of the elongated section, such that the front pull section may be pulled outwards away from the front edge of the display shelf, thereby causing the rear product engagement section to engage the rearmost product in the row.

21. (Canceled) The product display system of claim 19 wherein

the first display base section has a top surface; and

a second display base section overlaps the first side edge of the first display base section, thereby extending the display base area.

22. (Canceled) The product display system of claim 19 further comprising

at least one front stop positioned in proximity to the front edge of a row, such that

the front stop may engage a portion of the first product in the row thereby restraining the product in the row.

23. (Canceled) The display base of claim 19 further comprising a plurality of pre-formed bend markings so that base can be bent along a selected bend marking.

24. (Canceled) The product display system of claim 19 wherein the display base section further comprises

a third inner ridge positioned between the first ridge and the pull member channel; a fourth inner ridge positioned between the pull member channel and the second ridge, such that the third and fourth ridges support merchandise in the row, and such that the first and second ridges are taller than the third and fourth ridges in order to confine merchandise to the row.

25. (Canceled) The display base of claim 24 wherein the first merchandise item is a first soup can; and the second merchandise item is a second soup can, such that a portion of the second ridge is located between the first soup can and the second soup can, and such that when the first soup can and the second soup can are in close proximity there is an open area between the lower portion of the first soup can and the lower portion second soup can, and the portion of the second ridge is contained within the open area.

26. (Canceled) The display base of claim 19 wherein  
the first merchandise item is a first stack of baby food jars;  
the second merchandise item is a second stack of baby food jars, such that a  
portion of the second ridge is located between first stack and the second stack,  
and such that the second ridge includes a recess; and  
a divider partition such that the partition is inserted into the recess thereby  
creating a wall between the first row and the second row.

27. (Canceled) A method of displaying product containers on a display shelf the method  
comprising  
positioning a first product display base section on a portion of the display shelf,  
the display base having a plurality of predefined product container display rows,  
each row having a first ridge divider, a second ridge divider, a product container  
channel between the first ridge divider and the second ridge divider, and a pull  
member channel located between the first ridge divider and the second ridge  
divider;  
placing a first pull member in a first row of the display base section such that the  
pull member is positioned substantially within the pull member channel of the  
first row;  
placing a plurality of product containers within first row of the display base; and  
periodically pulling the first pull member toward the front of the display shelf,

thereby engaging the rearmost product container and pulling the row of containers forward while the product containers are laterally confined within the product container channel by the first ridge divider and the second ridge divider, and returning the pull member to its resting position.

28. (Canceled) The method of claim 27 further comprising adjusting the depth of the display base section by

selecting a predefined bend line on the display base section which corresponds to the approximate display shelf depth;

bending the display base section along the selected predefined bend line; and

positioning the bent display base section on a portion of the display shelf.

29. (Canceled) The method of claim 27 further comprising

cutting the display base along the selected predefined bend line; and

positioning the cut display base section on a portion of the display shelf.

30. (Canceled) The method of claim 27 further comprising

placing a second display base section on a second portion of the display shelf such that a portion of the second display base section overlaps a portion of the first display base section.

31. (Canceled) The product display base of claim 1 further comprising

a front stop element which may be positioned in proximity to the front edge of the

display base, the front stop element comprising

- a front retention member, such that the front retention member may engage an item on the display base to prevent the item from inadvertently being pushed or pulled off of the front of the display base;
- a base attached to the front retention member and positioned under the display base; and
- a retaining lip integral to the base, such that the retaining lip engages slots provided in the bottom portions of a plurality of support ridges on the display base.

32. (Canceled) The product display base of claim 1 further comprising

- a first snap feature along the first side edge; and
- a second snap feature along the second side edge, such that the first snap feature of a first base section may snap over the second snap feature of a second base section.

33. (Canceled) The product display base of claim 1 wherein

- the first and second support ridges at least partially support merchandise in a first row;
- there is a third merchandise support ridge, such that the second ridge is positioned between the first ridge and the third ridge, and the third ridge at least partially supports merchandise in a second row; and
- there is at least one row partition insert, such that the row partition insert is inserted between the second ridge and the third ridge in order to separate the first row and the second row.

34. (Amended) A product display system comprised of

- a display shelf;
- ~~a plurality of partially overlapping display base sections, each display base section comprising~~
- a bottom surface, such that the display base may be placed on the display shelf, and at least a portion of the bottom surface is in contact with the display

shelf,  
a front edge,  
a first side edge,  
a second side edge,  
a rear edge, and  
a plurality of ridges comprising  
a first ridge extending from the proximity of the front edge to the proximity of the rear edge,  
a second ridge extending from the proximity of the front edge to the proximity of the rear edge,  
~~at least one a first~~ pull member channel located between the first ridge and the second ridge,  
a third ridge extending from the proximity of the front edge to the proximity of the rear edge,  
a fourth ridge extending from the proximity of the front edge to the proximity of the rear edge,  
a second pull member channel located between the third ridge and the fourth ridge; and  
~~, such that products may be placed in the row and a portion of a pull member may be placed in the channel under the products, and the product containers may be pulled toward the front edge of the display shelf by pulling the pull member which engages the rearmost product and pulls the row of products forward while the products are laterally confined within the row by the first ridge and the second ridge;~~  
~~a plurality of pull members~~  
an active alignment device positioned in the first pull member channel and in the second pull member channel.  
; and  
~~a first merchandise item positioned in a first row and a second merchandise item positioned in a second row, such that the second row is adjacent to the first row, and such that the second ridge provides a boundary between the first row and the~~

~~second row.~~

35. (Amended) The product display system of claim 34 wherein ~~a pull member the active alignment device further comprises~~

~~an elongated section which rests within the pull member channel;~~

~~a housing comprising~~

~~a first slide rail positioned in the first pull member channel,~~

~~a second slide rail positioned in the second pull member channel,~~

~~a rear product engagement section which is connected to the rear of the elongated section; and which travels within the housing; and~~

~~a front pull section, connected to the front of the elongated section, such that the front pull section may be pulled outwards away from the front edge of the display shelf, thereby causing the rear product engagement section to engage the rearmost product in the row.~~

~~a drive means for pushing the rear engagement section.~~

36. (Original) The product display system of claim 34 wherein

the first display base section has a top surface; and

a second display base section overlaps the first side edge of the first display base section, thereby extending the display base area.

37. (Original) The product display system of claim 34 further comprising

at least one front stop positioned in proximity to the front edge of a row, such that the front stop may engage a portion of the first product in the row thereby restraining the product in the row.

38. (Original) The display base of claim 34 further comprising

a plurality of pre-formed bend markings so that base can be bent along a selected bend marking.

39. (Canceled) The display base of claim 34 further comprising  
a spring loaded rear engagement member positioned in the first row, such that the  
rear engagement member pushes the first merchandise item toward the front of  
the display shelf.

40. (Amended) The display base of claim 34 ~~35 wherein further comprising  
an active alignment device positioned in the first row, such that the active  
alignment device pushes the first merchandise item toward the front of the display  
shelf.~~  
the housing further comprises  
    a first channel, and  
    a second channel; and  
the rear product engagement section further comprises  
    a first slide member which slides in the first channel, and  
    a second slide member which slides in the second channel.

41. (Amended) The display base of claim 40 ~~35~~ wherein  
the ~~active alignment device drive means~~ comprises a spring means.

42. (Amended) The display base of claim 40 ~~35~~ wherein  
the ~~active alignment device drive means~~ comprises an elastic member.

43. (Original) The display base of claim 34 further comprising  
a first display shelf section comprising  
    a first snap feature along the first side edge, and  
    a second snap feature along the second side edge; and  
a second display shelf section comprising  
    a first snap feature along the first side edge, and  
    a second snap feature along the second side edge, such that the first snap  
feature of the first base section may snap over the second snap feature of

the second base section.

44. (Amended) The display base of claim 34 further comprising  
a front stop element which may be positioned in proximity to the front edge of the  
display base, the front stop element comprising  
a front cover plate retention member, such that the front retention member may  
engage an item on the display base to prevent the item from inadvertently being  
pushed or pulled off of the front of the display base; and  
a base projection attached to the front cover plate retention member and  
positioned under inserted into the first and second pull member channels in the  
display base; and  
a retaining lip integral to the base, such that the retaining lip engages slots  
provided in the bottom portions of a plurality of support ridges on the display  
base.

45. (Canceled) The display base of claim 34 wherein  
the first row comprises  
a first divider removably positioned between a first ridge and a second  
ridge; and  
a second divider removably positioned between a third ridge and a fourth  
ridge.

46. (Canceled) The display base of claim 34 wherein the first divider and the second  
divider further comprise  
a base; and  
a partition member integral to the base, such that the partition member is narrower  
than the base unit, and such that the partition member is positioned to one side of  
the midpoint of the base, and such that the first divider and second divider may  
each be positioned with the partition member closer to the other divider or further  
from the other divider, thereby permitting the row width to be adjusted by the  
various orientations of the first divider and the second divider.

47. (Canceled) A product display base section for use in manually aligning merchandise on a display shelf, the display base section comprising:

- a bottom surface, such that the display base may be placed on the display shelf, and at least a portion of the bottom surface is in contact with the display shelf;
- a front edge;
- a first side edge;
- a first snap feature along the first side edge;
- a second side edge;
- a second snap feature along the second side edge;
- a rear edge;
- a plurality of merchandise support ridges, including a first merchandise support ridge and a second merchandise support ridge, such that the merchandise support ridges extend from the proximity of the front edge to the proximity of the rear edge; and
- at least one pull member channel located between the first merchandise support ridge and the second merchandise support ridge, such that a portion of a pull member may be placed in the channel under merchandise supported by the first merchandise support ridge and the second merchandise support ridge.